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To: Mr. Chairman and Members of the Joint Committee on Commerce

Re: Support for H.B. 6356:
An Act Concerning Benefit Corporations and Encouraging Social Enterprise

My name is John Murphy and I live in Mansfield Center, Connecticut. I am writing to offer strong support for House Bill No. 6356/An Act Concerning Benefit Corporations and Encouraging Social Enterprise. My support is based on professional media experience, my personal values which unite commerce and community, and a sincere desire for economic and social recovery in our region. This bill will serve both goals very well. I am also a member of *reSET*, the Social Enterprise Trust.

The deep and structural linkage between private interest and social benefit is, for me, the key defining value of social enterprise. It is dedicated to serving people as part of the business plan design and intention. It is not about earning money and then making "donations," it is about social investments and returns from the first day of business. Passage of this bill will enable new and unique businesses to be co-created by local employers with employees united in success *and* community service.

My work in media for over 40 years has provided me with a deep and longer-term overview of my community. Local radio and TV programs have provided continuous promotion and support for a wide range of area nonprofits, social agencies, co-ops and social enterprises. I have learned a great deal from this and believe social enterprise can be a truly vital and energizing component of the future of our economy.

My company, Human Arts Media, helps organizations working for positive change make better use of local media and the Internet. As a social enterprise, Human Arts Media is dedicated to the use of technology for human and social development to improve the quality of life for people in our community.

I am an active producer of community TV programs at Charter Cable Public Access in Eastern Connecticut (www.ctv14.com). Local business, human services, the arts, community development and the quality of local life are primary themes for the series. During 15 years and more than 500 episodes of my "*On the Homefront*" series, I have shared over 1000 stories of people and organizations trying to make a positive difference for people in our region. Their optimism, creativity and entrepreneurial spirit help me to remain positive and hopeful during these very challenging times.

The creation of a new business entity will provide good people like these with powerful new choices for moving beyond existing models into territory that has been explored elsewhere in our country—but not yet in our state. It is time for this to happen *here*. H.B. 6356 provides social entrepreneurs with a simple, standardized way to formalize their commitment to creating public good, and will significantly reduce the barriers to entry social entrepreneurs face in the marketplace. It will provide business leaders with a legal entity that allows them to dedicate their companies to the creation of positive impact on their communities. It also provides the general public with a clear mechanism for identifying and verifying a company's commitment to its stated social mission, as well as the true impact of those efforts.

There is an urgent need for new and alternative options for healing our recovering economy and for restoring the social and human connection between money, values and living. It all comes together in the everyday life of our local communities, and our future depends on the health and sustainability of these relationships. Establishing a new model for social enterprise will serve the people who could realize their dreams to create this new field of opportunity. The pending bill will unleash this energy and enable this good work. I was very happy this bill came up in another form last year – I strongly encourage you to make it happen this year—please pass H.B. 6356 in 2013.

I appreciate your consideration of my support for this important bill. Thank you.

Sincerely,
John Murphy